



KCTV5
FEIN: 42-0410230
4500 Shawnee Mission Pkwy
Fairway, KS 66205
(913)677-5555

www.KCTV5.com
 www.kctv5.com

CONTRACT

<u>Contract / Revision</u> 500821 /		<u>Alt Order #</u> 06401395
<u>Product</u> NOW OR NEVER PAC MO		
<u>Contract Dates</u> 11/01/12 - 11/06/12		<u>Estimate #</u> N01N06
<u>Advertiser</u> Now Or Never PAC		<u>Original Date / Revision</u> 11/03/12 / 11/03/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KCTV	<u>Account Executive</u> Dave Clark	<u>Sales Office</u> TELEREP-WAS
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1046	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Smart Media Group
814 King Street, Suite 400
Alexandria, VA 22314
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	KCTV	11/01/12	11/06/12	Price is Right	10-11am		:30			NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	MT--F--				4	\$800.00			
2	KCTV	11/01/12	11/06/12	Young & Restless	11am-12n		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	MT--F--				1	\$800.00			
N 3	KCTV	11/01/12	11/06/12	KCTV5 News @ Noon	12-1230pm		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	MT--F--				4	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KCTV	11/01/12-11/07/12	KCTV5 News @ Noon	12-1230pm	MTu---F----	:30		\$500.00	NM		
				Credited								
	4	KCTV	11/01/12-11/07/12	KCTV5 News @ Noon	12-1230pm	MTu---F----	:30		\$500.00	NM		
				Credited								
N 4	KCTV	11/01/12	11/05/12	Ellen	3-4pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	M---F--				3	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KCTV	11/01/12-11/07/12	Ellen	3-4pm	M-----F----	:30		\$500.00	NM		
				Credited								
	2	KCTV	11/01/12-11/07/12	Ellen	3-4pm	M-----F----	:30		\$500.00	NM		
				Credited								
	3	KCTV	11/01/12-11/07/12	Ellen	3-4pm	M-----F----	:30		\$500.00	NM		
				Credited								
5	KCTV	11/01/12	11/05/12	Ellen	3-4pm		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	M---F--				3	\$600.00			
6	KCTV	11/01/12	11/05/12	KCTV5 News @ 5P	5-530pm		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	M---F--				3	\$700.00			
N 7	KCTV	11/01/12	11/05/12	KCTV5 News @ 6P	6-630pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	M---F--				3	\$700.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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500821 /	06401395

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/01/12 - 11/06/12	NOW OR NEVER PAC	N01N06

<u>Advertiser</u>	<u>Original Date / Revision</u>
Now Or Never PAC	11/03/12 / 11/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div></div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div>												
	1	KCTV	11/01/12-11/07/12	KCTV5 News @ 6P	6-630pm	M-----F----	:30		\$700.00	NM		
				Credited								
	2	KCTV	11/01/12-11/07/12	KCTV5 News @ 6P	6-630pm	M-----F----	:30		\$700.00	NM		
				Credited								
	3	KCTV	11/01/12-11/07/12	KCTV5 News @ 6P	6-630pm	M-----F----	:30		\$700.00	NM		
				Credited								
D 8	KCTV	11/03/12	11/03/12	KCTV5 News @ 5P Sat	Sat 5-530p		:30			NM	0	\$0.00
9	KCTV	11/03/12	11/03/12	KCTV5 News @ 6P Sat	6-630pm		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:	10/29/12	11/04/12	-----1-	1	\$350.00							
10	KCTV	11/04/12	11/04/12	KCTV5 News @ 5:30 P Sun	530-6pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:	10/29/12	11/04/12	-----1	1	\$900.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KCTV	10/29/12-11/04/12	KCTV5 News @ 5:30 P Sun	530-6pm	-----Su	:30		\$900.00	NM		
				Credited								
11	KCTV	11/01/12	11/05/12	Letterman	1035-1137pm		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:	11/01/12	11/07/12	M---F--	2	\$500.00							
12	KCTV	11/03/12	11/03/12	Delayed Criminal Minds	SA		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:	10/29/12	11/04/12	-----1-	1	\$300.00							
13	KCTV	11/01/12	11/05/12	KCTV5 News @ 10P	10-1035pm		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:	11/01/12	11/07/12	M---F--	3	\$1,200.00							
14	KCTV	11/03/12	11/03/12	KCTV5 News @ 10P Sat	10-1035pm		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:	10/29/12	11/04/12	-----1-	1	\$1,000.00							
15	KCTV	11/04/12	11/04/12	KCTV5 News @ 10P Sun	10-1030pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:	10/29/12	11/04/12	-----1	1	\$1,200.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KCTV	10/29/12-11/04/12	KCTV5 News @ 10P Sun	10-1030pm	-----Su	:30		\$1,200.00	NM		
				Credited								
16	KCTV	11/04/12	11/04/12	Off the Bench	10:20p-11p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:	10/29/12	11/04/12	-----1	1	\$600.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KCTV	10/29/12-11/04/12	Off the Bench	10:20p-11p	-----Su	:30		\$600.00	NM		
				Credited								
17	KCTV	11/01/12	11/05/12	Ellen	3-4pm		:30			NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:	11/01/12	11/07/12	M---F--	3	\$800.00							
N 18	KCTV	11/01/12	11/05/12	Inside Edition	630-7pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:	11/01/12	11/07/12	M---F--	1	\$400.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KCTV	11/01/12-11/07/12	Inside Edition	630-7pm	M-----F----	:30		\$400.00	NM		
				Credited								

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11/01/12 - 11/06/12	NOW OR NEVER PAC	N01N06

Advertiser	Original Date / Revision
Now Or Never PAC	11/03/12 / 11/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
19	KCTV	11/02/12	11/02/12	Fri 8-9pm	8-9pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$2,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KCTV	10/29/12-11/04/12	Fri 8-9pm	8-9pm	-----F----	:30		\$2,000.00	NM		
	Credited											
20	KCTV	11/03/12	11/03/12	Saturday 7-8pm	7-8pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1-				1	\$1,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KCTV	10/29/12-11/04/12	Saturday 7-8pm	7-8pm	-----Sa--	:30		\$1,000.00	NM		
	Credited											
21	KCTV	11/03/12	11/03/12	Sat 8-9pm	8-9pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1-				1	\$1,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KCTV	10/29/12-11/04/12	Sat 8-9pm	8-9pm	-----Sa--	:30		\$1,000.00	NM		
	Credited											
22	KCTV	11/03/12	11/03/12	NCAA NON-MIZZOU FOOTEVARIOUS			:30			NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----2-				2	\$4,000.00			
23	KCTV	11/04/12	11/04/12	9:30 AM-10:00 AM	930-1130am		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$1,500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KCTV	10/29/12-11/04/12	9:30 AM-10:00 AM	930-1130am	-----Su	:30		\$1,500.00	NM		
	Credited											
24	KCTV	11/04/12	11/04/12	Chiefs Game Day	SU 10a-11a		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----2				2	\$2,000.00			
25	KCTV	11/03/12	11/03/12	NCAA Football Prime Time	Various		:30			NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1-				1	\$3,200.00			
26	KCTV	11/04/12	11/04/12	Delayed Off the Bench	11-1130p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$600.00			
27	KCTV	11/05/12	11/05/12	Mon 7-8pm	7-8pm		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	M-----				1	\$4,000.00			
28	KCTV	11/04/12	11/04/12	Chiefs Game Day	SU 10a-11a		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$2,100.00			
N 29	KCTV	11/06/12	11/06/12	More in the Morning	5a-6a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	-T-----				1	\$400.00			
N 30	KCTV	11/06/12	11/06/12	More in the Morning 6A	6-7am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	-T-----				1	\$500.00			
N 31	KCTV	11/06/12	11/06/12	CBS Early Show	7-9am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	-T-----				1	\$400.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 32	KCTV	11/06/12	11/06/12	M-F 9-10am	9-10am		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	-T-----				2	\$300.00			
N 33	KCTV	11/06/12	11/06/12	Price is Right	10-11am		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	-T-----				1	\$900.00			
N 34	KCTV	11/06/12	11/06/12	CBS Soaps	1230-3pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	-T-----				1	\$500.00			

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	39	\$42,750.00	\$36,337.50
Totals	39	\$42,750.00	\$36,337.50

Signature: _____ Date: _____

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